

Applicants: Charles W. Krallman et al.
Application No. 10/643,645
Filed: August 18, 2003
For: SYSTEMS AND METHODS FOR SELECTING SURVEY QUESTIONS AND AVAILABLE RESPONSES
Agent: James A. Leiz, Reg. No. 46,109

Sheet 1/9
Confirmation No.: 5245
Docket No.: ROI-4
SYSTEMS AND METHODS FOR SELECTING SURVEY QUESTIONS AND AVAILABLE RESPONSES
Tel: (212) 596-9000

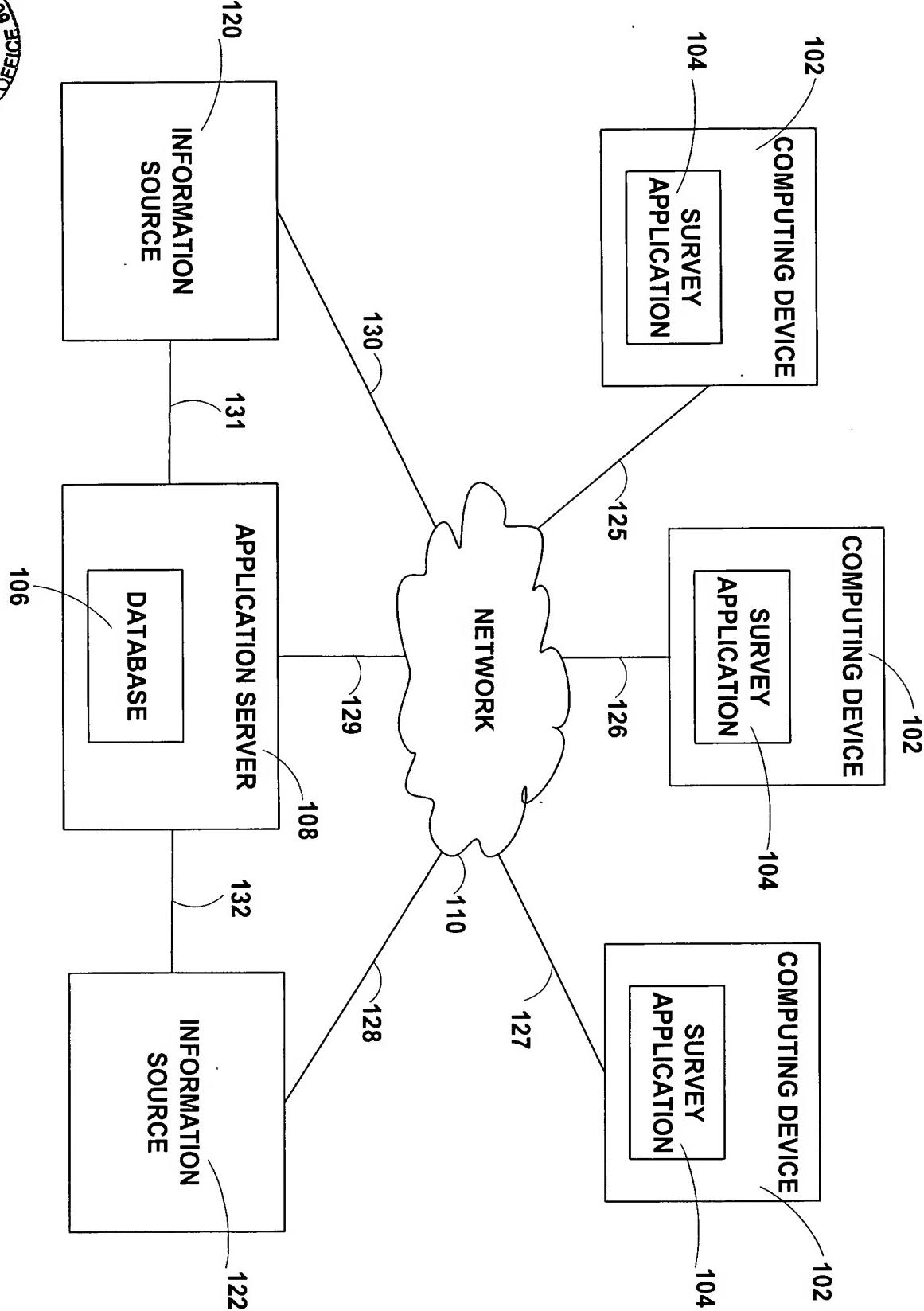


FIG. 1



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QUESTION ID	QUESTION	RESPONSES							RESPONSE VARIANCE	INCLUSION VALUE
		1	2	3	4	5	6	7		
202	WHAT ASPECT OF OUR ORGANIZATION DO YOU MOST APPRECIATE?	A	B	C	D	E	F	G	3.71	.95
203	WHAT IS THE MOST IMPORTANT ASPECT OF CUSTOMER SERVICE?	H	I	J	K	L	M	N	.20	.12
204	WHAT IS YOUR LOCATION'S DESCRIPTION?	O	P	Q	R	S	T	U	2.15	.73
:::										

FIG. 2

	RESPONSE ID	RESPONSE	QUESTION	SELECTION RATE
302	A	LOCATION	1	.03
303	B	GOODS AND/OR SERVICES OFFERED	1	.05
304	C	PROMOTIONS	1	.10
305	D	CUSTOMER SERVICE	1	.75
306	E	REPUTATION	1	.12
307	F	STORE LAYOUT	1	.22
308	G	NONE OF THESE	1	.5

FIG. 3

WHAT ASPECT OF OUR ORGANIZATION DO YOU MOST APPRECIATE?

400

202

<input type="checkbox"/>	LOCATION — 302
<input type="checkbox"/>	GOODS AND/OR SERVICES OFFERED — 303
<input type="checkbox"/>	PROMOTIONS — 304
<input type="checkbox"/>	NONE OF THESE — 308

FIG. 4

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WHAT IS YOUR LOCATION'S DESCRIPTION?

408 RURAL

URBAN

SUBURBAN

NONE OF THESE 508

500

204

FIG. 5

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RESPONSE	PRESENTATION COUNT	SELECTION COUNT	RESPONSE RATE
1	100	10	10%
2	75	5	7%
3	50	15	30%
4	50	5	10%
5	60	5	8%
6	80	10	13%
NONE OF THESE	100	50	50%

FIG. 6

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RESPONSE	RAW PRESENTATION COUNT	RAW RESPONSE COUNT	RESPONSE RATE	SELECTION ADDER	ADJUSTED PRESENTATION COUNT	ADJUSTED RESPONSE COUNT	ADJUSTED RESPONSE RATE
1	100	10	10%	6	100	16	16%
2	75	5	7%	4	100	9	9%
3	50	15	30%	17	100	32	32%
4	50	5	10%	6	100	11	11%
5	60	5	8%	4	100	9	9%
6	80	10	13%	7	100	17	17%
NONE OF THESE	100	50	50%	---	100	7	7%

FIG. 7

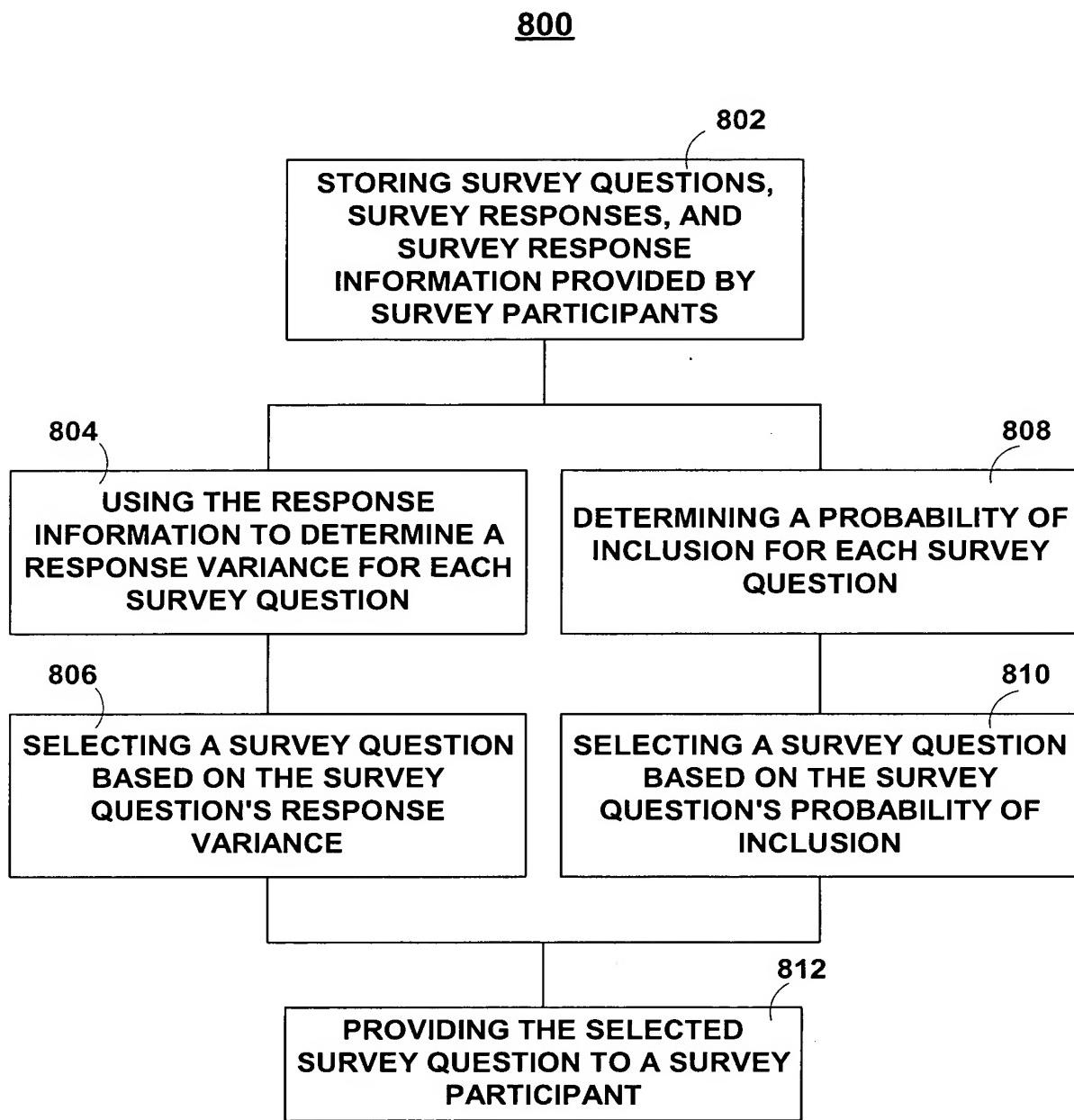


FIG. 8

900

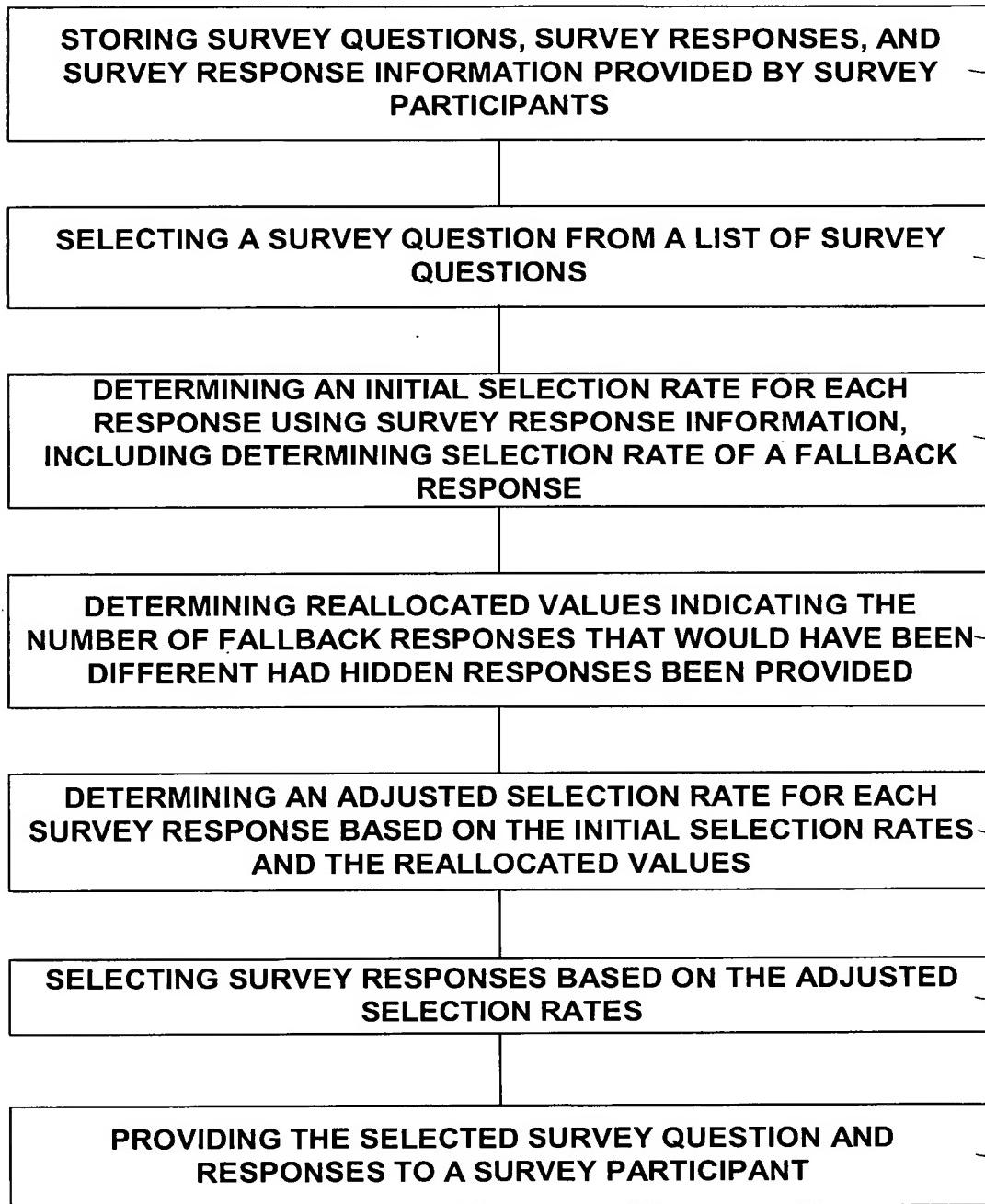


FIG. 9